

REQUEST FOR QUALIFICATIONS
No. GS2012-06: Professional Social Media Strategy Services

The City of St. Augustine is soliciting written Statements of Interest and Qualifications from qualified communications and design firms or individuals for the creation and implementation of a social media strategy for use by the St. Augustine 450th Commemoration. Submittals will be received until 5:00 P.M. EST on Friday, February 17, 2012 in the General Services Department; 4th Floor, City Hall; 75 King Street; St. Augustine, Florida 32084. **NO FACSIMILE OR ELECTRONIC TRANSMISSION (EMAIL) SUBMITTALS WILL BE ACCEPTED.** Any response submitted after the time and date for receipt listed above will be returned unopened. The submittals shall be mailed or delivered in person to:

Mailing Address

City of St. Augustine
General Service Department
Attn: Timothy W. Fleming
P.O. Box 210
St. Augustine, FL 32085-0210

Physical Address

City of St. Augustine
General Services Department
Attn: Timothy W. Fleming
75 King Street
4th Floor, Lobby "D"
St. Augustine, FL 32084

In the year 2015, the City of St. Augustine will celebrate the 450th anniversary of its founding on September 8, 1565. The City's goal is the development and implementation of a social media strategy which will convey, in a professional and official manner, the historical relevance and cultural significance St. Augustine has played in the development of our nation.

Request for Qualifications documents may be obtained from: City of St. Augustine, General Services Department, Lobby "D" 4th Floor, 75 King Street, St. Augustine, Florida 32084 or by contacting Ms. Nancy Brilliant at (904) 825-1010 or, via email, at nbrilliant@citystaug.com. Vendors registered with DemandStar.com, Inc. can download Bid Package No. GS2012-06-0-2012/TF at no cost from their website - www.demandstar.com.

The City of St. Augustine reserves the right, which is understood and agreed to by all respondents, to reject any or all submittals and to waive any informality or irregularity in submittals received. The City also reserves the

right to award a contract on such material as the City deems will best serve its interests.

The City of St. Augustine is committed to the opportunity for diversity in the performance for all projects. All respondents are encouraged to make good faith efforts to ensure that women- and minority-owned businesses are given the opportunity for maximum participation in the supply and/or construction of the project components.

CITY OF ST. AUGUSTINE
DEPARTMENT OF GENERAL SERVICES
Timothy W. Fleming, Deputy Director/Purchasing Manager
